

**IN THE CLAIMS:**

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~striketrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND claims 1, 13-18, 20, 22-24 and 26-36 and ADD new claim 37 in accordance with the following:

1. (CURRENTLY AMENDED) An advertisement providing method, comprising:  
storing in a storage unit of a portable terminal device carried by a person assigned to act as an advertisement medium-person, advertising information about goods the ~~advertisement medium-person~~ is wearing or carrying or has associated with them; and  
transmitting the advertising information stored in the storage unit by a wireless signal upon receipt of a request to transmit advertising information from another portable terminal device.

2-12. (CANCELLED)

13. (CURRENTLY AMENDED) An advertisement distributing method, comprising:  
storing ~~plural pieces of~~ advertising information;  
receiving a user entry of a person wearing or carrying ~~pre-assigned goods~~ for which the person is pre-assigned to act as an advertisement medium ~~for the goods~~;  
distributing advertising information about the goods to a portable terminal device of the person who has gained user entry; and  
retrieving a corresponding advertisement and distributing the advertisement to another portable terminal device of a consumer when a request to view an advertisement is received according to advertising information transmitted from the portable terminal device of the person acting as the advertisement medium to the portable terminal device of a consumer.

14. (CURRENTLY AMENDED) A computer-executable program for realizing the functions of:  
storing ~~plural pieces of~~ advertising information;  
receiving a user entry of a person wearing or carrying ~~pre-assigned goods~~ for which the

person is pre-assigned to act as an advertisement medium for the goods;

distributing advertising information about the goods to a portable terminal device of the person who has gained user entry; and

retrieving a corresponding advertisement and distributing the advertisement to another portable terminal device of a consumer when a request to view the advertisement is received according to advertising information transmitted from the portable terminal device of the person acting as the advertisement medium to the portable terminal device of the consumer.

15. (CURRENTLY AMENDED) An advertisement distributing method, comprising:

storing ~~plural pieces of~~ advertising information;

distributing advertising information about goods to a portable terminal device at a request of a person wearing or carrying ~~pre-assigned goods~~ who is acting as an advertisement medium for the goods, the person being pre-assigned to act as the advertisement medium for the goods; and

giving an advertising reward to the person acting as the advertisement medium who has provided the advertising information when a consumer views an advertisement or buys the goods after receiving the advertising information and according to the advertising information transmitted from the portable terminal device of the person acting as the advertisement medium to another portable terminal device of the consumer.

16. (CURRENTLY AMENDED) An advertisement distributing method, comprising:

storing ~~plural pieces of~~ advertising information;

receiving a user entry of a person wearing or carrying ~~pre-assigned goods~~ for which the person is pre-assigned to act as an advertisement medium for the goods; and

distributing advertising information about goods to a portable terminal device of the person acting as the advertisement medium who has gained user entry, and realizing the function of requesting transmission of advertising information or transmitting advertising information between the portable terminal device of the person acting as the advertisement medium and another portable terminal device of a consumer.

17. (CURRENTLY AMENDED) A advertisement distributing method, comprising:

storing ~~plural pieces of~~ advertising information;

receiving a user entry of a person wearing or carrying ~~pre-assigned goods~~ for which the person is pre-assigned to act as an advertisement medium for the goods;

distributing advertising information about the goods to a portable terminal device of the person who has gained user entry; and

retrieving a corresponding advertisement and distributing the advertisement to another portable terminal device of a consumer when a request to view the advertisement is issued from the portable terminal device of the consumer with the advertising information and user-specified information for designation of the person acting as the advertisement medium specified.

18. (CURRENTLY AMENDED) An advertisement distributing method, comprising:  
storing ~~plural pieces of~~ advertising information;  
receiving a user entry of a person wearing or carrying ~~pre-assigned goods~~ for which the person is pre-assigned to act as an advertisement medium ~~for the goods~~;  
retrieving advertising information of corresponding goods when a request to view advertising information is received from a portable terminal device of a consumer containing user-specified information about an advertisement medium and a retrieval condition of goods;  
and  
distributing the advertising information obtained by the retrieval to the portable terminal device of the consumer.

19. (ORIGINAL) The method according to claim 18, wherein  
said user information comprises user-specified information, information designating whether or not an advertisement can be distributed, a term of distribution, and information designating access destination for advertising information.

20. (CURRENTLY AMENDED) An advertisement distributing method, comprising:  
storing ~~plural pieces of~~ advertising information;  
accepting user entry of a person wearing or carrying ~~pre-assigned goods~~ for which the person is pre-assigned to act as an advertisement medium ~~for the goods~~;  
storing user-specified information and a profile about the person who has gained the user entry, and advertisement specified information for designation of advertising information about goods the person acting as the advertisement medium is wearing or carrying; and  
retrieving the advertisement medium having a matching or similar profile to a profile specified by a consumer from information about the entered advertisement medium and  
distributing advertising information of goods for which the person is acting as the advertisement medium to a portable terminal device of the consumer when a request to view an advertisement

with the user specified information and the profile of the person acting as the advertisement medium specified by the consumer is received from the portable terminal device of the consumer.

21. (ORIGINAL) The method according to claim 20, wherein a profile matching or similar to the profile of an advertisement medium specified by the consumer is retrieved; advertisement specified information stored as associated with the advertisement medium having matching or similar profile specified by the consumer is obtained; and advertising information specified by the obtained advertisement specified information is retrieved, and the advertising information obtained by the retrieval is distributed to the portable terminal device of the consumer.

22. (CURRENTLY AMENDED) A advertisement distributing method, comprising:  
storing ~~plural pieces of~~ advertising information;  
accepting a user entry of a person wearing or carrying ~~pre-assigned goods~~ for which the person is pre-assigned to act as an advertisement medium ~~for the goods~~ and a consumer, and storing user-specified information about the person who has gained the user entry, goods specified information designating goods the person acting as the advertisement medium, user-specified information about the consumer who has gained the user entry, and a profile of the consumer;  
retrieving the goods specified information designating the goods the person is acting as the advertisement medium for corresponding to the user-specified information about the advertisement medium, and the profile of the consumer corresponding to the user-specified information about the consumer;  
obtaining advertising information matching the profile of the consumer based on the retrieval result; and  
distributing the obtained advertising information to a portable terminal device of a consumer.

23. (CURRENTLY AMENDED) An advertisement distribution device, comprising:  
an advertisement storage unit storing ~~plural pieces of~~ advertising information;  
an entry unit accepting a user entry of a person wearing or carrying ~~pre-assigned goods~~ for which the person is pre-assigned to act as an advertisement medium ~~for the goods~~;

an advertisement distribution unit distributing advertising information about the goods to a portable terminal device of the person acting as the advertisement medium who has gained the user entry; and

a retrieval/distribution unit retrieving a corresponding advertising information from said advertisement storage unit, and distributing the advertising information to another portable terminal device of a consumer.

24. (CURRENTLY AMENDED) An advertisement distribution device, comprising:  
an advertisement storage unit storing ~~plural pieces of~~ advertising information;  
an entry unit accepting a user entry of a person wearing or carrying ~~pre-assigned goods~~  
for which the person is pre-assigned to act as an advertisement medium ~~for the goods~~;  
a user information storage unit storing a profile and user-specified information about the person who has gained the user entry, and advertisement specified information designating advertising information about the goods the person is acting as the advertisement medium for;  
and

retrieving the advertisement medium having a matching or similar profile to a profile specified by a consumer from said user information storage unit and distributing advertising information of goods for which person is acting as the advertisement medium for to a portable terminal device of a consumer when a request to view an advertisement with user-specified information and the profile of the advertisement medium specified by the consumer is received from the portable terminal device of the consumer.

25. (PREVIOUSLY PRESENTED) A system, comprising:  
a first portable device allowing an advertiser to enter and store advertising information therein and allowing the advertiser to wirelessly transmit the advertising information responsive to a request; and

a second portable device allowing a consumer to wirelessly request the advertising information stored in the first portable device and displaying the advertising information wirelessly received from the first portable device.

26. (CURRENTLY AMENDED) An advertising information delivery method for use with a server device, comprising:

receiving from a portable terminal device of a consumer via a network a reviewing request, which contains ~~both~~ user identifying information of persons acting as a plurality of

advertisement medium ~~persons~~ each wearing or carrying goods to act as an advertisement medium and goods search conditions;

determining, in a manner based on information about the persons acting as advertisement medium ~~persons~~, the information having been stored in a storage unit and containing the user identification information, ~~the a person acting as~~ advertisement medium ~~persons~~ corresponding to the received user identifying information,

finding from the storage unit, advertising information of the goods conforming to the received goods search conditions among the goods connected to the determined persons acting as advertisement medium ~~persons~~; and

delivering the found advertising information to the portable terminal device of the consumer.

27. (CURRENTLY AMENDED) The advertising information delivery method for use with a server device and according to claim 26, wherein:

the user identifying information of the plurality of ~~the said persons acting as~~ advertisement medium ~~persons~~ is received a plurality of times;

the user identifying information which has been contained every time in the received user identifying information is determined; and

the advertising information of the goods conforming to the received goods search conditions among the goods connected to said person acting as the advertisement medium ~~persons~~ corresponding to the determined user identifying information is found.

28. (CURRENTLY AMENDED) An advertising information acquiring method for enabling a portable terminal device of a consumer to acquire advertising information from a server device via a network, comprising:

receiving from other portable terminal devices, which are carried by persons acting as advertisement medium ~~persons~~ each wearing or carrying goods to act as an advertisement medium, ~~the user identifying information of the advertisement medium persons~~;

obtaining an input of the consumer specifying goods search conditions;

transmitting to the server device, a reviewing request including both the user identifying information and the goods search conditions;

causing the server device to determine the a person acting as an advertisement medium ~~person~~ corresponding to the user identifying information included in the reviewing request among said persons acting as the advertisement medium ~~person~~ corresponding to the user

identifying information stored in a storage unit of the server device;

causing the server device to find the advertising information of the goods conforming to the goods search conditions among the goods connected to ~~determined-the advertisement medium-persons~~person; and

acquiring, as delivered from the server device, the found advertising information.

29. (CURRENTLY AMENDED) The advertising information acquiring method according to claim 28 in which:

the user identifying information is received from the portable terminal devices a plurality of times; and

the user identifying information and goods search conditions received a plurality of times are transmitted to the server device to determine said one or more persons acting as the advertisement medium-~~persons~~.

30. (CURRENTLY AMENDED) An advertising information delivery method for use with a server device, comprising:

receiving from a portable terminal device of a consumer via a network a reviewing request, which contains ~~both~~ user identifying information of persons acting as a plurality of advertisement medium ~~persons~~ each wearing or carrying goods to act an advertisement medium and a profile for selectively determining persons acting as the advertisement medium-~~persons~~;

determining, in a manner based on information about the persons acting as advertisement medium-~~persons~~, ~~the information having been stored in a storage unit and containing the-a~~ user identifying information and ~~the-a~~ profile, ~~the-a~~ person acting as advertisement medium ~~persons~~ corresponding to the received profile among said persons acting as the advertisement medium ~~persons~~ and corresponding to the received user identifying information;

finding advertising information of the goods connected to the determined person acting as the advertisement medium-~~persons~~; and

delivering the found advertising information to the portable terminal device of the consumer.

31. (CURRENTLY AMENDED) An advertising information acquiring method for a portable terminal device of a consumer acquiring advertising information from a server device via a network comprising:

receiving user identification information of a plurality of persons acting as advertisement medium ~~persons~~, each wearing or carrying goods, from a plurality of portable terminal devices carried by said persons acting as the advertisement medium ~~persons~~;

obtaining an input of the consumer specifying a profile for selectively determining said persons acting as advertisement medium ~~persons~~;

transmitting to the server device, a reviewing request ~~comprising both the~~ including user identifying information and ~~the~~ a profile;

~~causing to determine~~ determining a person acting as the advertisement medium person corresponding to the user identifying information and the profile contained in the reviewing request among ~~the~~ user identifying information and ~~the~~ profiles stored in a storage unit of the server unit;

~~causing to find~~ finding the advertising information of the goods connected to the determined person acting as the advertisement medium ~~persons~~; and

acquiring the found advertising information delivered from the server device.

32. (CURRENTLY AMENDED) The advertising information acquiring method according to claim 31, wherein:

accepting the input of the consumer comprising the profile for specifying said persons acting as advertisement medium ~~persons~~ and the goods search conditions; and

transmitting the retrieving request comprises the plurality of the user identifying information, the profile and the goods search conditions to the server device.

33. (CURRENTLY AMENDED) A server device for delivering advertising information of goods to a portable terminal device of a consumer via a network, comprising:

a receiving unit receiving from the portable terminal device of the consumer, a reviewing request, which ~~comprises both~~ includes user identifying information of persons acting as advertisement medium ~~persons~~ each wearing or carrying goods to act as an advertisement medium and goods search conditions;

a searching unit determining, in a manner based on information about persons acting as the advertisement medium ~~persons~~, ~~the information having been~~ stored in a storage unit and containing the user identifying information, ~~the~~ a person acting as advertisement medium ~~persons~~ corresponding to the received user identifying information, and finding, from the storage unit, advertising information of the goods conforming to the received goods search conditions among the goods connected to the determined person acting as advertisement medium



persons; and

a delivery unit delivering the found advertising information to the portable terminal device of the consumer.

34. (CURRENTLY AMENDED) The server advice according to claim 33, wherein:  
the receiver unit receives the user identifying information every time when the user identifying information being received by the portable terminal device of the consumer a plurality of times; and

the searching unit determines the user identifying information contained every time among the user identifying information received a plurality of times by the receiver unit and finding the advertising information of the goods conforming to the received goods search conditions among the goods connected to said person acting as the advertisement medium ~~persons~~-corresponding to the determined the user identifying information.

35. (CURRENTLY AMENDED) A server device for delivering advertising information of goods to a portable terminal device of a consumer via a network, comprising:

a receiver unit receiving from the portable terminal device of the consumer, a reviewing request, which ~~comprises both~~ includes user identifying information of persons acting as advertisement medium ~~persons~~-each wearing or carrying goods to act as an advertisement medium and a profile for selectively determining said persons acting as the advertisement medium-~~persons~~;

a searching unit determining, in a manner based on information about said persons acting as the advertisement medium-~~persons~~, the information ~~having been stored~~ in a storage unit and containing the user identifying information and the profile, ~~the~~ a person acting as advertisement medium ~~persons~~-conforming to the profile among profiles of said persons acting as the advertisement medium ~~persons~~-corresponding to the received user identifying information and searching, from the storage unit, advertising information of the goods connected to the determined person acting as the advertisement medium-~~persons~~; and

a delivery unit delivering the found advertising information to the portable terminal device of the consumer.

36. (CURRENTLY AMENDED) The server device according to claim 35, wherein said portable terminal device has ~~the~~ functions of performing wireless communications with a wireless base station in a portable telephone network, and performing wireless communications

with the portable terminal device of the consumer.

37. (NEW) A method of providing advertisement, comprising:  
storing a predetermined advertisement on a portable terminal of a first user, said  
predetermined advertisement being transmitted from a provider of a product; and  
retrieving said advertisement from the portable terminal of the first user responsive to a  
request from a second user and transmitting said advertisement to a device of the second user,  
thereby enabling the first user to provide said advertisement on behalf of the provider of the  
product.